# SYNOPSIS OF THE THESIS

## ASSESSING CLOTHING BEHAVIOUR FOR APPAREL AND DEVELOP GUIDLINES FOR ONLINE SHOPPING

Submitted for registration of the degree of
Doctor of philosophy

**IN THE FACULTY OF SCIENCE**

**THE IIS UNIVERSITY, JAIPUR**

**Submitted by**

Preeti Singh
ICG/2013/16384
Department of Home Science

**Under the supervision of**

Supervisor
Dr. Radha Kashyap

**THE IIS UNIVERSITY**
**JAIPUR**

# INTRODUCTION

Retailing is an emerging sector in India. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing. Any organization selling to final consumers—whether it is a manufacturer, wholesaler, or retailer is doing retailing. It does not matter how the goods or services are sold (by person, mail, telephone, vending machine, or Internet) or where they are sold (in a store, on the street, or in the consumer's home) (Pandian, 2013).

## Types of Retailing

There are three major types of retailing. The first is the market, a physical location where buyers and sellers converge. Usually this is done in town squares, sidewalks or designated streets and may involve the construction of temporary structures (market stalls). The second form is shop or store trading. Some shops use counter-service, where goods are out of reach of buyers, and must be obtained from the seller. This type of retail is common for small expensive items (e.g. jewelry) and controlled items like medicine. Self-service, where goods may be handled and examined prior to purchase, has become more common since the 20th century. A third form of retail is virtual retail, where products are ordered via mail, telephone or online without having been examined physically but instead in a catalog, on television or on a website (Aggrawal, 2010). Sometimes this kind of retailing replicates existing retail types such as online shops or virtual marketplaces such as Amazon.

## Types of retail stores

Various retail stores are categorized as follows:-

- **Mom and pop stores:** Family owned business catering to small sections, which are individually handled as retail outlets.

- **Departmental stores:** Stores in which general retail merchandisers offer quality products and services.

- **Convenience stores:** These stores are located in residential areas with slightly higher-price goods on account of the convenience offered.

- **Shopping malls:** Malls which offer customers a mix of all types of products and services including entertainment and food under a single roof and serve to be the biggest form of retail outlet in India.

- **Discount stores:** Factory outlets that gives discount on the actual retail price.

- **Category killers:** The speciality store that offer a variety of category and are known as category killers as they focus on specific categories such as electronics, sporting goods etc. This is also known as multi brand outlets.

- **Speciality stores:** They are retail chains dealing in specific categories and provide a deep assortment of specific goods (Dixit 2008).

**Shopping behaviour of Indian consumers**: E-commerce and online shopping is getting a noticeable growth in India with increasing use of internet in both rural and urban areas. People have better education facilities, there is a change in lifestyle with more women getting employed and an increase in economic growth as well. These are major factors lead to increase in online shopping trend amongst Indians. In the year 2011 to 2012, consumer interest in online shopping in India grew 128 percent compared to only 40 percent in the previous year (Sharma, 2013). According to Rajan Anandan, (2013) with approximately 8million Indians shopping online in 2012, the online shopping industry in India is growing rapidly and will continue to see exponential growth, By looking at the trends in 2012, it is expected that in 2013 there will be a strong growth year for players who are focused on fast-growing categories like apparels and accessories, and other product (Sharma, 2013).

## Online shopping

Online shopping (also known as internet shopping) is the process where consumers purchase products/services over the internet. It is a network of linked computers enabling millions of people to communicate and search for information as well as to sell and buy products. Online shopping is becoming a well-accepted way to purchase a wide range of products and services. It allows shopping for required products without going to the store physically. Internet shopping is great because people are able to shop 24 hours a day without leaving their home or work place. Online purchasing of goods, both expensive and cheap, is prevalent to a much larger extent in recent years due to convenience, speedy transactions, saving time, attractive sales promotional offers, etc. online shopping is new, and it is at a nascent stage, there are no hard-and fast rules to live by (Shalini, & Kamalaveni, 2013).

Online shopping is a type of electronic commerce which can be used for both business-to-business (B2B) and business-to-consumer (B2C) transactions. Some popular shopping sites

are www.myntra.com, www.flipkart.com, www.amazon.com, www.ebay.com, www.shopsland.org, etc (Mukherjee, 2012).

## Types of online stores

Online store is a website designed to sell products from retailers by means of internet. The consumers who are busy and are not able to visit physical stores shop through online stores. They are mainly of two types:-

- **Multi brand websites:** These websites have choices from multiple brands and products. Comparison between different brands is given in terms of price and styles.
- **Brand specific stores:** Only brand specific clothing and products are included in these online stores**.**

## Apparel website

An apparel website is an online stores designed to sell apparels online to internet users. A website can be defined as an interface between business and consumers. The quality of a website depends on various features like the quality of content displayed by the website, the functionality of a website and effectiveness of the website. The success of a website depends upon the customer feedback and comments related to websites attractiveness, navigation and searching on the website. There are many websites related to purchasing apparels online such as Pepperfry.com**,** Infibeam.com**,** Tradus.com**,** Yebhi.com, Homeshop18.com, Myntra.com, Snapdeal.com, jabong.com etc. The apparel websites sell products which are both branded and nonbranded apparel products. (Vanni, 2011).

## Online buying behaviour

The consumer buy products from these apparel websites in show a specific kind of behaviour which is related to various demographic variables such as age, sex, income group etc.Online shopping consumer behaviour is also called online buying behaviour and internet shopping/ buying behaviour. Online shopping behaviour has direct relationship with these five elements such as e-stores, logistics support, product characteristics, websites' technological characteristics, information characteristic and home page presentation. Online shopping makes its own character for its development (Wang, 2008,).

Online purchasing behavior is the act in which consumers actually pay for goods over the Internet. Many consumers are hesitant to buy online, and more than half abandon their selections before payment occurs (Shim et al., 2001). For apparel purchases, this fear of purchasing may be related to many factors, including perceived financial or product risk. However, due to convenience, good price (Beaudry1999),, and product variety, consumers used Internet for product purchasing as well as information search.

During the process of Internet shopping, the potential consumer recognizes a need for products or services, and then, they use internet for searching the related information. If the information search result can meet their needs, potential consumers evaluate alternatives in order to choose one of the best products or services, and the final purchase is made is followed by post-purchase evaluation.

According to Li and Zhang's (2002), there are ten impacts of relevant factors on online consumer behaviours. These ten factors could be categorized into five independent variables which are external environment, demographics, personal characteristics, vendor/service/product characteristics, and web site quality and five dependent variables that are attitude towards online shopping, intention to shop online, decision making, online purchasing and consumer satisfaction.

## Consumer satisfaction level with trust and website design

Customer satisfaction is when products and services meet the expectation of the consumers. It is very important that consumers are satisfied with the products and services provided by the particular website as satisfied customers are likely to be loyal and make repetitive purchases. It will increase the sales for that particular e-commerce company. Basically in online shopping environment a customer has one to one interaction with the vendor website, and in such a situation it is essential on the part of the vendor to provide high quality service over internet. The researcher will compare the expectations of the consumers prior to purchasing online and services received by the consumers in terms of the website design and presentation of information by the website.

Customer satisfaction is the key factor for customer retention and acquisition in online shopping system. Customer satisfaction with respect to online shopping can be defined as the extent to which customers perception of the online shopping experiences meet their

expectations. Most customers form expectation about the product vendor, service and quality of the website that they patronize before engaging in online shopping activities. These expectations influence their decision making and intention to shop at a certain internet store and consequently their decision making process and purchasing behaviour. If expectations are met, customers achieve a high degree of satisfaction which influences their online shopping attitudes, intentions and decisions positively.

Websites are currently the most important tools of marketing and the only interface to e-commerce, designing these sites to accommodate target market preferences should enhance consumers shopping experience, and perhaps, consequently, motivate them to purchase and repurchase from the same websites.

## Apparel quality

Apparel textile quality, is a multi-dimensional construct that cannot be measured by a single cue or attribute (Zeithaml, 1988, Fiore & Damhorst, 1992, Abraham-Murali & Littrell, 1995). Different consumers use different attribute to assess the quality of apparel products, they are not always sure how to assess the quality of textiles and apparel (Brown & Rice, 1998, Hines & Swinker, 2001).

Consumer knowledge of the combination of materials used in a garment or the process used to make the garment is usually very limited (Kadolph, 1998). Consumers often judge quality of products based on a variety of attributes. Some of these attributes are intrinsic (fibre, colour, fabric hand) while others are extrinsic (price, brand name, place of purchase) (Brown & Rice, 1998, Kadolph, 1998, Schiffman & Kanuk, 2000, Lubbe, 2003). Consumers rarely possess complete information about a product at the point of purchase and often have little knowledge of the materials combined in the product or the processes used to make the product. They therefore tend to rely on prices, brand names or advertising when making purchase decisions or use their own ways of assessing certain properties, for example, scrunching the fabric to assess crease resistance (Jacobs, 2003). All these aspects serve to indicate how complicated the assessment of quality can be. This can eventually result in unsatisfied consumers when quality is judged after purchasing and during use. All these aspects play a role to make decision-making for the online apparel consumer more complicated. In the long run this could also be problematic for the retailer who could lose customers as a result.

## Review of literature

The literature review is a critical step in the research process. It helps to direct one's thinking and moves one toward developing a specific research question to be answered. Primary objective of reviewing literature understands previous work that has been done in the subject and to chalk out a research endeavour with a focus on the unexplored aspects to the problem (Kothari, 2000).

The phrase review of literature consists of two words 'review' and 'literature'. The word 'literature' is used in research in reference to the knowledge of a particular area of the investigation of any discipline. The term 'review' is used to organize the knowledge to show that this study would be an addition to this field. Review of literature helps us to distinguish between what has been done and what needs to be done. The review of literature has been discussed under the following heads:

- Impact of demographic factors on online shopping
- Consumer's attitude towards online shopping
- Consumer satisfaction towards trust and website deign
- Perceived apparel quality

**Impact of demographic factors on online shopping**

Hussain and Bohari (2012) investigated the difference in demographic factors that could explain the profile of online compulsive buyers and examines the influence of high speed internet or online buying behaviour. This research was concluded among post graduate students of a recognised university and this study indicated that compulsive buying is not dependent on high speed internet. This research shows that introduction of cash cards by marketers as an alternate to credit card would result in higher sales for shopping websites, as most of Malaysians do not possess credit cards. This study also shows that lifestyle tends contributes to online buying behaviour of young Malaysians.

Saricam, Kalaoglui et.al (2012) to discover the product evaluation and quality perception of Turkish consumers by focusing on the product attributes and their relations with the social and demographic factors. The socio demographic factors included in the survey are gender, age, education and income. The survey is conducted online and Survey was sent to 1000

people and the response rate is 63.2%. The results are subjected to the reliability analysis and the cronbach alpha is found to be 0.808. The data is analyzed using non parametric variance analysis and t-tests. The favourable quality attributes are discovered using the mean and the standard deviation. The relationship between the socio demographic factors and the product attributes is found out using the Kruskal Willis and Mann Whitney test.

Dahiya (2012) studied focuses on impact of Demographic factors of Consumers on shopping behavior of respondents from five major cities in India (Delhi, Mumbai, Chennai, Hyderabad and Bangalore). Both qualitative and quantitative researches were used to analyze data collected from 580 respondents through a well structured questionnaire. In this study data was collected from both primary and Secondary Sources. Primary Sources were majorly in-depth interviews and Questionnaires and Secondary Sources were journals, newspapers, internet, personal books and libraries. The sampling techniques used were judgmental and Snowball Sampling. People who did online Shopping and had Credit cards were the part of Sample and Only Graduates with high internet usage were taken as a Sample. The technique used for data Analysis was ANOVA. Results of the Study Show that online Shopping in India is Significantly affected by demographic factors like Age , Sex , marital Status , family Size and income. Women Buy more as Compared to men, females buy 3-4 times a month as compared to men who only buy 1-2 times and Women are more impulsive buyers and are attracted to various promotions therefore buy more frequently. It shows that income doesn't affect buying to a Great Extent Way but family Size Significantly affects amount Spent on Internet Shopping. Results also show that marital Status doesn't affect buying Behavior in any manner.

**Consumer's attitude towards online shopping**

The main purpose of this study was to determine the factors which buyers keep in mind while shopping online and how are websites designed, website reliability, website customer service and security/privacy policies, influence the perceptions of online shopping. Their study also brought forward that security/privacy of personal information also affected online purchasing at that time. The Ambience of the website and security related to personal information like physical address were major concerns for the customers for buying online. Order tracking features and 3-D view of products offered by various websites was a soothing experience for customers and website's customer service encouraged them to buy online. Web site reliability

had the highest rating score with lowest factor mean of 3.13 and website design scored second highest with the mean of 3.35 in this survey (Shergill and Chen, 2005).

Hirst and Omar (2007) investigated and evaluated women's attitude as an inclination towards apparel shopping online. This study shows that women generally show positive attitude towards buying online. Women are aware about discouraging features of online buying as well but still they are inclined to buying apparels online. The sample size used for this study was 210. This study concluded that positive features of online shopping, i.e. conveniences, usefulness, ease of use and efficiency overpower some of negative features such as lack of security, privacy of information and online fraud. Women's attitude towards online shopping was measured in terms of Cronbach's alpha and ease of use had a value of 0.70 security had a value of 0.82 and user's relative advantage had a value of 0.85 for Cronbach's alpha.

Alam, Bakar et.al (2008) studied showed that young consumers play an important role in online shopping. There is a variation in buying of the consumers depending on consumer service, trust and reliability. This study used 496 undergraduate students from two private universities in Malaysia. The tests used to get research results were regression and ANOVA. Their study showed how increased usage of internet by young generation provides an emerging prospect for online retailers. It was discovered that website design, website reliability, consumer service and privacy are the four factors which influence young consumer's perception of online shopping. This study brought forward that although 72.4% of respondents browsed the internet everyday but only a few were buying through online regularly.

Ahuja, Gupta et.al (2003) found the basic motivators and barriers of online consumer behaviour. It indicated that convenience customer service act as primary motivators to online buying when present, but when not present they too act as great barriers. These motivators according to the study were more important than price. A sample size of 265 was taken for this out of which 190 were college students and 75 was non-students. The study was focussed on examining shopping preferences of consumers based on purchasing attitudes and behaviour for certain categories of products and services. This behaviour was examined in context of both products and services. The most important reasons for students to like online shopping was convenience it includes 28% of the total share and better prices came at second position with 25% and last came saving time with 23% . For non students these results were 31%, 23%, 27% respectively for convenience, better prices and saving time.

Shrivastava (2011) designed a framework for business intelligence based on critical motivational factors that influence the online buying decisions of Indian customers. She concluded logically on basis of her research that there is positive correlation to convenience, based pragmatic motivation, product based motivations, economic motivation, service excellence motivation, situation and hassle reducing motivation. The past research also attempts to conceptualize 'motivation' as a base for online buying a framework for business intelligence based on motivation driven decision making in online buying.

Jun and Jaafar (2011) studied consumer behaviour for online shopping keeping in mind 6 important parameter which are perceived usability, perceived security, perceived privacy, perceived after sale service, perceived marketing mix and perceived reputation and research concluded that these factors had a strong impact on consumers attitude to adopting online shopping in china. However the factors which impacted significantly were marketing mix and reputation have a greater influence on consumer attitude towards online shopping. Also the local culture and reality are the essential elements that determine the attitude and behaviour of local people. It concludes that 49.88% of the respondents have a good attitude towards online shopping and 49.38% of them have a moderate attitude towards online shopping; only 0.74% of them have a negative attitude.

Valentine and Powers (2013) studied online purchasing behaviour of undergraduate college students. This study concluded that although both male and female students use the internet to research and purchase products. The result shows that there is a significant difference in types of products, they purchased online products. The kind of information they seek when looking at products online and there is a difference in reasons for not purchasing particular products online. College students primarily reported the inability to try the product first 35% and inability to receive the product quickly 16%. Other reasons for not purchasing online were product was too expensive 10%, obtained a better price elsewhere 8%, could not find the right product 4%, inconvenient to return 3%, inability to interact with person 6%, expensive shipping and handling costs 12%, lack of trust in internet 13%. The reasons reported for not purchasing a product online also differed significantly between male and female college students.

Carla and Carlos (2004) focussed on analysis of the variables which influence the online purchase decision of consumers. It was that media relationship, distance shopping experience, motivation and barriers to purchase are the most relevant variables for segmenting internet

users. Convenience offered by online shopping like time saving is the main purchase motivation. This will result is managers to identify which consumers are willing to spend more online. This convenience will be an added advantage for websites to gain profits from effected marketing actions. It shows that young internet users between ages of 14-24 are the highest proportion of individuals who show a clear intention of shopping online in the near future out of which 52.9% are male, 45.6% are from medium social class and 38.2 % are living in the cities.

Jusoh and Ling (2012) investigated the factors influencing consumers' attitude towards e-commerce purchases through online shopping. The study also investigate how demographic age, income and occupation, pattern of online buying types of goods, e-commerce experience and hours use on internet and purchase perception product perception, customers' service and consumers' risk affect consumers' attitude towards online shopping. Convenience sampling method was conducted in this study and the sample comparison of 100 respondents in Taman Tawas Permai, Ipoh. Data were collected via self-administered questionnaire. One-way ANOVA were used to assess the differences between independent variable such as age, income, occupation and pattern of online buying and dependant variable such as attitude towards online shopping. The findings revealed that there is no significant difference in attitude towards online shopping among age group but there is a significant difference in attitude towards online shopping among income group. The research finding also showed that there is no significant difference in attitude towards online shopping among occupation group and types of goods group .Pearson's correlation were used to assess the relationship between independent variable such as e-commerce experience, hours spent on internet, product perception, customers' service and consumers' risk and dependant variable such as attitude towards online shopping.

Rehman and Ashfaq (2011) studied the factors due to which the consumers feel hesitation from online shopping. For this purpose a questionnaire based survey was conducted and Data has been gathered from the sample population of 200 students, of different zones, 50 housewives, and 50 persons from general public through questionnaire-based survey. Five point likert scales was used to examine the responses. The responses were analyzed by means of frequency distribution, mean, and standard deviation analysis. The results of the analysis showed that most of the people already shop online and prefer to shop online but there are some reasons such as psychological factors, social factors, emotional factors, and privacy which affect buyer's attitudes to purchases online. Various attitudes of the consumers toward

online purchasing are catered in the study which reveals that purchasing online are easy, comfortable and better than conventional shopping due to a variety of factors. The listed factors subject provides are prices, convenience, and recommendation. The study also concludes that security and privacy are the major factors that hesitates consumers to purchases products online. The ratio of hesitation towards online shopping is more, which is mostly due to insecure payments and transaction of invalid and cyber hacking.

**Consumer satisfaction towards trust and website deign**

Jang and Burns (2004) also emphasize the importance of effective strategies used by e-tailers to differentiate themselves from competitors while providing a satisfactory online experience for the consumer. An important observation is that this satisfactory online experience is not based on what information is provided by the fashion innovators. Internet innovators are active information seekers and are attracted by new information - their interest could be raised by attractively presented textile information, which in turn could help them during the decision-making process and lead to repeat visits to the site available, but on how the information is provided. It is important to study consumers' online behaviour and perceptions, but point out that e-commerce apparel Managers should focus more on customer satisfaction level.

Goi (2011) focuses on impact of a website's attributes (like functionality, design, content , originality, and professionalism and effectiveness ) on consumer behaviour. The study tells us that design of a website plays a critical role in success of a website. The study focuses on checking whether website attributes have strong impact on online activities of consumers in terms of communication, information gathering, entertainment and online transactions in Malaysia. The sample size used in this study was 200 samples and data was collected using a self-administered questionnaire which was distributed to internet users across Malaysia. Samples were chosen by giving hard copies personally as well as soft copies of questionnaire via email using random sampling method. Samples were also collected using an online survey. Data was analysed using SPSS (Statistical Package for Social Science) and AMOS. SPSS was used for mean, correlation and factor analysis test. AMOS was used for model fitness and regression test.

Ranganthan and Ganapathy (2004) focus on factors which makes a business-to-consumer website effective. A questionnaire survey was conducted in Illinois and four key dimensions of a website were used (information content, design, security, and Privacy) and Study showed

that these key attributes had a great impact on purchase intentions of consumers. The sample size used was 214 samples 60% of samples were between the age of 20 and 30 and more than 80% had surfed the internet for at least 2 years and more than 70% had at least two or more transactions in past 6 months. The sampling technique used was convenience sampling. The questionnaire given to the respondents had been replied on a 7 – item Scale of 1 to 7 where 1 represented strongly disagree and 7 strongly agree. Factor analysis was used for analysing the data and reliability of the four factors was tested using Cronbach's coefficient alpha. Results show us that out of the four dimensions security had maximum impact on consumers followed by privacy.

Elia (2008) this study is focussed on identifying the factors which affect behaviour of consumers while shopping online. The elements which affect the consumer satisfaction according to the study are website design and information content. The websites used for survey were major airline websites and websites were evaluated for their functionality and innovation. The following attributes of the website were Navigation, Ease of use, Appearance/Attractiveness, Company Information, product information, clarity of information, security and Privacy and E-services provided. The sample size used was 60 out of which 37 were between ages 18 and 25, 13 aged between 26 and 35, 6 between ages 36 and 54, and 4 over 55 years. 20 respondents were male and 40 female. A self- administered questionnaire was prepared and was distributed to respondents via Email. The respondents were mainly from Cypriot and Greek students in higher education or employees who had experience of using internet. Data was analysed using SPSS (Statistical Package for Social Science) and five point likert scale was used from 1-5 with 1 representing the highest value.

**Perceived apparel quality**

Kim and Damhorst (2010) the purpose of this study is to check the effect of internet retailer's service quality on attributes like perceived apparel quality, perceived service quality, consumer value perception of apparel shopping and future behavioural intentions regarding visiting the same Online store Again. Convenience sampling technique was used for the study. The sample size was 361 female college students from two regions in the United States. 96.7% of the participants were between the Ages 18 and 23 with a mean age of 20.8 years. Structural equation modelling technique was used which revealed a positive relationship between the above mentioned attributes. The study concludes that retailers need to offer high quality apparel merchandise along with good customer service to enhance value

perceptions leading to greater satisfaction with online shopping and positive behavioural intentions.

## Rational of the study

The significance of this study is to enlighten the fact that online shopping has become a huge convenience for people in their daily tasks and activities. Consumers benefit a lot from comparing product prices and features instantaneously and they can get products fastly and also cheaper sometimes. Shopping online can be done at home, at a convenient time and very quickly. Online shopping provides a wide variety of choices to the consumer which does not exist on the streets. Consumers do not have to visit each and every branded store to get what they exactly want; they just have to make a few clicks to get to a particular item or a particular brand. They can compare same type of products from different brands in terms of price, quality of cloth used and discounts offered by the brand and also what are the new options or new arrivals in different brands. Satisfaction level of consumers depends totally on the characteristics of websites like how easy to surf a website is and how easy navigating to different options is, the easier a customer finds buying on a website is totally related to the satisfaction. The tools available with websites like enlarging the size of apparels and zooming on them and size charts for each of the apparels are present which makes it easier for consumers to perceive the quality of apparels. Customer satisfaction also depends on the kind of service they get when purchasing online. These services include return policy, attractive discounts, fast and easy delivery of products, comparing two or more products side by side.

Some times the quality of products promised on the website is not the same as delivered. Consumers are more aware about the growing market and various options they have at same price but the awareness level is comparatively low, this study is very important in terms of making customers aware of what's right for them and how they can save on time, money and reduce the inconvenience of visiting each store separately.

## Objectives of the study

The present study is envisaged with the following objective:

1. To explore the attitude of males and females shoppers towards online shopping
2. To study the level of consumer satisfaction with trust of males and females
3. To study the level of consumer satisfaction with website design of males and females

4. To assess consumer satisfaction level of males and females towards perceived apparel quality based on online shopping
5. To study online website guidelines and identify their drawbacks
6. To create guidelines for online shopping website

## Methodology

In the process of achieving the objectives of the study, it is very important to follow a systematic scientific approach to present and interpret the results of the study. The present study will be undertaken to preliminary survey will be conducted through a questionnaire and to explore attitude of shoppers towards online shopping. The study will also assess the level of consumer satisfaction with trust and the satisfaction level of consumers for website design factors such as information design, visual design, and navigation design will be studied.

Satisfaction of consumer towards perceived apparel quality based on online shopping will be highlighted as well. This study will focus on the drawbacks of various online shopping websites, to find the quality and information provided of the products offered on the website. The study will then set various guidelines that will help to improve the customer experience while shopping online in terms of apparel quality and service offered on the website. A website will be created keeping in mind the above set of rules and guidelines so as to provide information to the perspective customers.

The methodology will be carried in three phases:-

**Phase-I**

(i) A preliminary survey will be conducted through a questionnaire

(ii) To explore the attitude of males and females shoppers towards online shopping

(iii) To study the level of consumer satisfaction with trust of males and females.

(iv) To study the level of consumer satisfaction with website design of males and females.

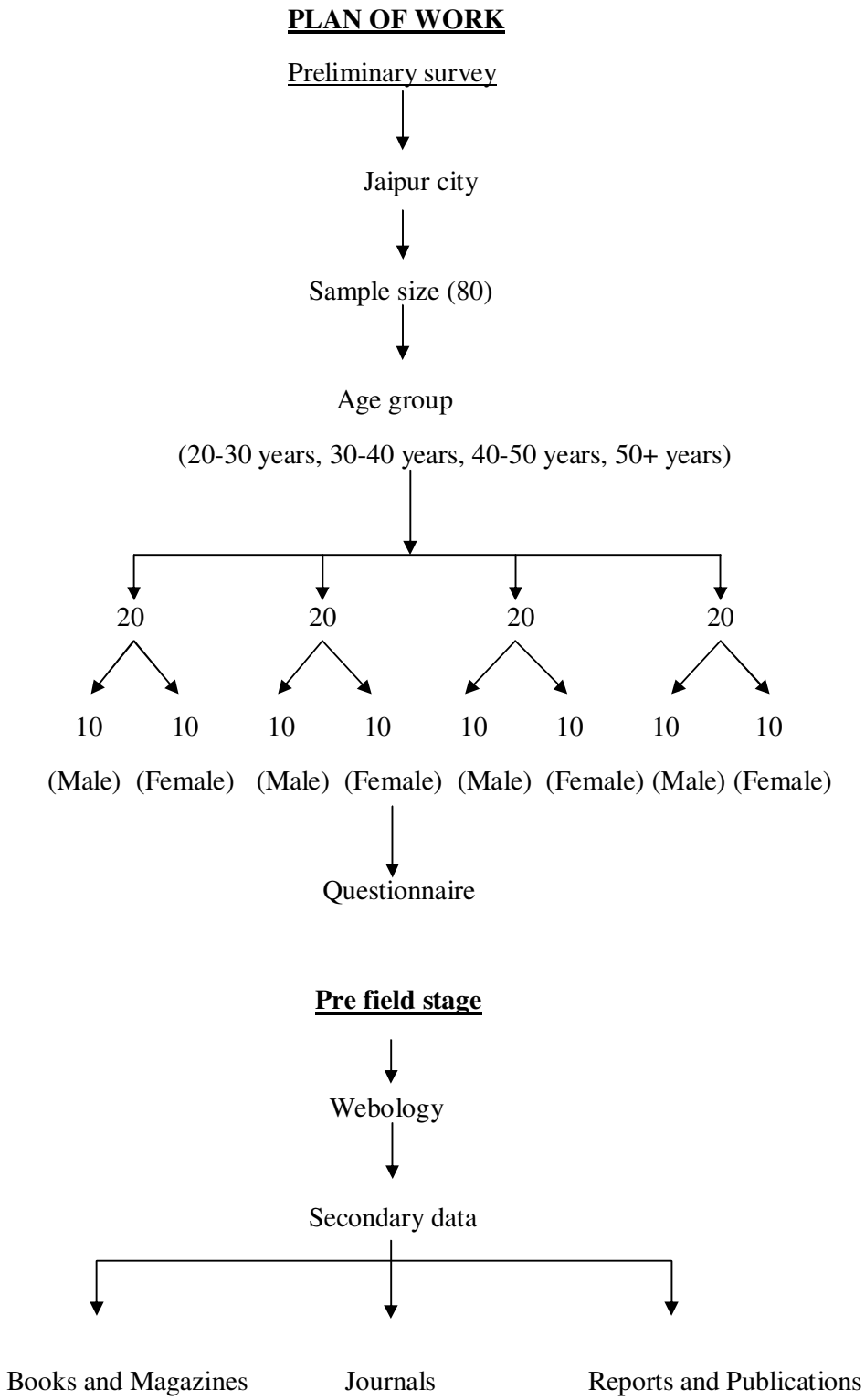
(v) To assess consumer satisfaction level of males and females towards perceived apparel quality based on online shopping

**Phase-II**

To study online website guidelines and identify their drawbacks

**Phase-III**

To create guidelines for online shopping website



**Field stage**

Survey based on questionnaire

Women's attitude towards online shopping

consumer satisfaction with trust

consumer satisfaction with website design

consumer satisfaction towards perceived apparel quality

**Post field**

Analysis of data

Coding

Tabulation

Statistical analysis of data

**Online shopping website**

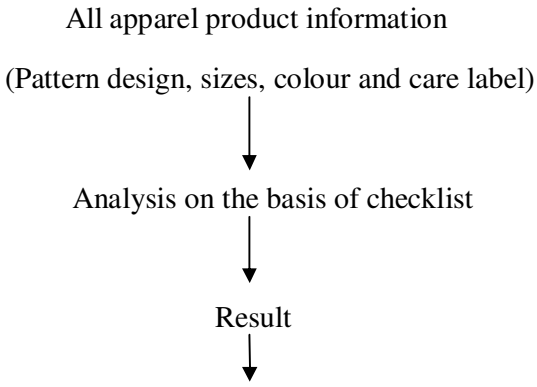
Explore popular websites

(Flipkart, Myntra, Snapdeal, Amazon, e-Bay and jabong)

Different types of brands

Women's wear

(Ethnic and western wear)


All apparel product information
(Pattern design, sizes, colour and care label)
Analysis on the basis of checklist
Result
Guidelines for online shopping website

## Phase (I)

### (i) Preliminary survey

A preliminary survey will be conducted to find the general perception of various age groups towards online shopping.

### Locale of the study

Jaipur will be selected as the study area as this city is fast growing economy and people are well aware about online shopping.

### Sample method

The respondents will be approached by random sampling method from Jaipur city. The data will be gathered from respondent through self-structured questionnaire.

### Sample size

The sample size will be 80 out of which fourteen will be males and fourteen females between age groups 20-30 years, 30-40 years, 40-50 years and 50+ years.

### Tools of data collection

A survey will be conducted to gather information to regarding general perception of various age groups towards online shopping. The data will be collected personally from the respondent through interview schedule.

**Analysis of data**

On the basis of results of preliminary survey, the following tools will be administrated to the age group which uses maximum of online shopping and only females will be the respondent.

**(ii) Selection, Formulation and Description of tools:** - Following tool will be used to measure different variables:

**Locale of the study**

Jaipur will be selected as the study area as this city is fast growing economy and people are well aware about online shopping.

**Sample method**

The respondents will be approached by convenient sampling method from Jaipur city. The Questionnaires will be emailed to the respondents and the data will be compiled.

**Sample size**

The sample size will be 200 out of which one hundred will be males and one hundred will be females. The age group will be identified from the results of preliminary survey.

**Tools of data collection**

A survey will be conducted to gather information to regarding attitude of shoppers towards online shopping, trust, website design and perceived apparel quality.

**1. Women's attitudes towards online apparel shopping developed by Varimax (2003)**

**Dimensions and distribution of item in the scale**

The scale comprises three different major sections (I) Ease of use, (II) Security (safety) and User's relative advantage.

Section I is based on assessing the ease of use for the consumers and it will identify how easy or hard is it for the consumers to shop online and the questions included in this section will help us identify the consumers understanding for online shopping. Section II will identify how secure the customers feel while shopping online. It will give us an understanding of the comfort level which customers have when sharing personal information related to account information (like credit card information). Section III will identify how good the consumers

feel while shopping online and how confident and proud they are while purchasing apparel online.

**Scoring**

Scales of attitude towards online shopping: it is constructed to measure the three factors that were used as scales for measuring the different components (ease of use, security and user relative advantage). A 15 items will be used. A five point Likert Scale will be used to get the responses which will include options like strongly Agree =5, Agree=4, Neutral=3, Disagree=2, strongly Disagree=1. 15 statements were retained with factors loading between 0.25-0.79 with a variance of 51.45 %. Cronbach's alpha coefficient for the three scales ranged from 0.85-0.70. Attitude towards online shopping user's relative advantage mean is 0.298, safe to use mean is 0.218 and ease of use mean is 0.136.

**Validity and reliability of test**

The test reliability of Ease of use section is 0.70, Security section is 0.82 and User's relative advantage section is 0.85.

**(iii). Questionnaire on consumer satisfaction developed by Yoo and Donthu (2002) & Chellappa (2005).**

**Dimensions and distribution of item in the scale**

The tool comprises of six different items such as (I) Information Design (II) Visual Design (III) Navigation Design (IV) Trust (V) Perceived Risk (VI) Purchase Intentio

Section 1, tells us if the information is logically presented on the website or not. It also makes us aware if the information presented on the website is well organized. Section II, focuses on visual design of the website. It will guide us if the website looks professionally designed and presented or not. It enlightens us about the screen design as well like color, boxes and menus are well designed or not.

Section III helps us identify if the website is website is easy to navigate or not. It tells us about the ease of use of website as well as finding information on the website.

Section IV deals with level of security offered by the website, if the website is reliable in terms of making transactions online. It will educate us about the satisfaction level of users in

terms of level of security offered by the website based on their experiences with online shopping.

Section V, tells us if users are comfortable sharing personal information online and the security provided by technology. It tells us if users feel secure about their money not being stolen. Section VI, helps us identify if users are satisfied by the overall experience with the website. It will also help us identify if users will recommend these websites to others or not or they will not use this website for future purchases.

**Scoring**

A five point Likert Scale will be used to get the responses which will include options starting from Strongly Agree -5, Agree-4, Neutral-3, Disagree-2, and Strongly Disagree-1.

**Validity and reliability of test**

Validity and Reliability of the measurement scale for the criteria (0.6) and variables respectively was achieved.

**(iv) Assessment of apparel quality developed by Kim and Damhorst (2010).**

**Dimensions and distribution of item in the scale**

The scale comprises in five items such as (I) Perceived apparel quality of an internet retailer, (II) Perceived service quality of the internet retailer, (III) Perceived value of apparel shopping at the internet retailer, (IV) Satisfaction with apparel shopping at the internet retailer and (V) Behavioral intentions regarding the internet retailer.

Section I deals with the quality of apparels provided by the retailers in terms of the material used while making apparels the style or design of the apparels and performance or durability of the apparels. It will basically focus on the quality of raw material used in the apparels.

Section II Enlightens us about the quality of service provided by the online shopping website. It will define weather the quality of service is good or bad. If the services provided are low or high standard and whether the quality of service is inferior or superior.

Section III tells us about the value of the apparels in terms of the shopping experience. Question will be framed for the consumers if shopping gives them pleasure. It will focus on

the convenience and time saved while shopping online as well. Section IV deals with the satisfaction level of the merchandise available on the website. It shows how satisfied the customer is with the design of the website, Navigation and overall service provided by the website. Section V focuses on the intentions regarding the internet retailer satisfaction like how likely the consumers are to visit the website again. It will tell us if consumers will promote this website to other and say positive things about the products or merchandise available on website.

**Scoring**

Perceived apparel quality of an internet retailer was measured in three dimensions. The construction/material, style/design and durability/performance dimensions had four items (Cronbach's alpha- 0.81, 0.85, and 0.74). These items were measured using a 7-point Likert scale ranging from strongly disagree-1, to strongly agree-7. Perceived service quality of an internet was measured using three items and Cronbach's alpha is 0.92. Perceived value of apparel shopping was measured using five items and Cronbach's alpha is 0.88. Satisfaction with apparel shopping was measured using four items and Cronbach's alpha is 0.85. And behaviour intention regarding the internet retailing was measured five items and Cronbach's alpha is 0.97.

**Validity and reliability of test**

For reliability, the Cronbach's alpha was conducted. The instrument has a Cronbach's alpha coefficient of 0.7 indicating a good level of reliability. All multi-item scales used in the present study achieved acceptable reliabilities.

**Statistical analysis of data**

The gathered data will be calculated through tabulated and coding and analysis of data . Z-Test and Co-efficient correlation technique will be used.

## Case study of online consumer:

Four case studies will be undertaken to see the level of satisfaction and dissatisfaction of consumer towards online shopping.

**Phase-II**

**To study online website guidelines and identify their drawbacks**

After assessing the attitude of shoppers towards online shopping, level of consumer satisfaction with trust and website design and consumer satisfaction level towards Perceived apparel quality. The researcher will study popular websites such as:-

- Flipkart
- Myntra
- Snapdeal
- Amazon
- e-Bay
- jabong.com

Firstly various brands available on different websites will be studied then different types of branded apparel products will be assessed for the websites mentioned above for women's wear in ethnic and western wear. The information related to each product will be assessed and then a checklist will be created for the consumers. This checklist will include all the details about a product like fabric of the garment, colour, design, sizes and care label etc.which should be a part of the information provided by a website on the products.

**These websites will be assessed in terms of:**

- Different type of product available on these websites
- Brand available on these website
- Product information
- Product care
- Discount/ schemes offered:
- After sales service / return policy
- Payment options
- Shipping / Delivery costs
- Security

**Phase-III**

**To create guidelines for online shopping website**

After assessing above website information the researcher will prepare guidelines on the basis of drawbacks or the limitations which will be faced by the online shoppers. The guidelines

will be prepared only for ladies wear. The guidelines will serve as a stepping stone for creating a checklist for the online shoppers and it will help in improving the quality of services provided by various websites.

## Hypothesis

- To achieve the above objectives, following alternate (HA) hypothesis have been formulated:
- H1: There will be a significant difference in the attitude of male and female towards online shopping
- H2: There will be a significant difference in the attitude of male and female towards trust
- H3: There will be a significant difference in the attitude of male and female towards website design
- H4: There will be a significant difference in the attitude of male and female towards perceived apparel quality
- H5: There will be a positive correlation between attitude towards online shopping and perceived apparel quality
- H6: There will be a positive correlation between attitude towards online shopping and trust
- H7: There will be a positive correlation between attitude towards online shopping and website design

## Limitations of the study

- The study will be limited to online shopper from Jaipur city.
- The age group of the respondents will be restricted to only one age group.
- The sample will be limited to only upper middle income group.
- Guidelines will be prepared only for ladies wear.

**References**


Ahuja, M., Gupta, B., & Raman, P. (2003). An Empirical Investigation of Online Consumer Purchasing Behaviour. *Communication of the ACM*, 46(*12*), 145-150.

Alam, S. S., Bakar, Z., Ismail, H.B., & Ahsan, N. (2008). Young consumers online shopping: an empirical study. *Journal of Internet Business*, (*5*), 82-95.

Aggrawal, A. (2010). Impact of Consumer Perception on Buying Behavior in Apparel Retail Sector,with special reference to Selected Indian Cities. 1-353.

Constantinides, E. (2004). Influencing the online consumer's behaviour: The Web experience. *Internet Research*, 14(*2*), 111-126.

Dixit, K. (2008). "Retail marketing in India: Key issues and challenges", Marketing Mastermind, 8 (2), 13-23.

Dash, A. (2012). Online shopping and customer satisfaction: An empirical investigation. *International Journal of Research in Management, Economics and Commerce,* 2(*11*), 42-49.

Elia, M. (2008). Internet marketing, website design and consumer behaviour, *University of Menchester,* 1-100.

Gurunathan, K.B., & Krishnakumar, M. (2013). Factors Influencing Apparel Buying Behaviour in India: A Measurement Model. *Indian Journal of Research,* 2(*3*), 218-224.

Goi, C. L. (2011). The impact of web site attributes on internet users' online behaviour: Malaysian perspective. *International Conference on E-business, Management and Economics,(3),* 47-50.

Ganguly, B. & Dash, S. B. (2010). The effects of website design on purchase intention in online shopping: the mediating role of trust and the moderating role of culture, *International Journal Electronic Business, (8),* 302-330.

Hirst, A., & Omar, O. (2007). Assessing Women's Apparel Shopping Behaviour on the Internet. *Journal of Retail Marketing Management Research*, 1(*1*), 32-40.

Hung, H.J., & Chun, Y.Y. (2010). Gender differences in adolescents' online shopping motivations. *African Journal of Business Management,* 4(*6*), 849-857.

Jun, G., & Jaafar, N.I. (2011). A Study on Consumers' Attitude towards Online Shopping in China. *International Journal of Business and Social Science,* 2(*22*), 122-130.

Kim, J. & Damhorst, M. L. (2010). Effects of level of internet retailer's service quality on perceived apparel quality, perceived service quality, perceived value, satisfaction, and behavioural intentions towards an internet retailer. *Clothing & Textile Research Journal*, 28*(1*), 56-73

Lee, K. and Chung, N. (2000). Effect of virtual reality-driven shopping mall and consumer's purchase intention. *Korean Management Review*, 29 (*3*), 377-405.

Levin, A.M., Levin, I.P., & Heath, E.C. (2003). Product category dependent consumer preferences for online and offline shopping features and their influence on multichannel retail alliances. *Journal of Electronic Commerce Research*, 4(*3*), 85-92.

Liang, T., and Lai, H. (2000). Electronic store design and customer choice: an empirical study, *Preceding of the 33rd Hawaii International Conference on System Sciences*.

Levin, A.M., Levin, I.P., & Weller, J.A. (2005). A Multi-attribute analysis of preferences for online and offline shopping: Differences across products, consumers, and stages. *Journal of Electronic Commerce Research,* 6(*4*), 281-289.

Miglani, S. (2011). Indian Women's buying behaviour & their values for the market. *VSRD International Journal of Business & Management Research*, 1(*3*), 159-163.

Mukherjee, S. (2012). Find it fast: *Consumer behaviour.* India Pvt. Ltd : Cengage Learning.

Prasasti, A. (2013). The Influence of Mood and Customer Satisfaction towards Purchasing Behaviour in Clothing Store. *International Journal of Business & Management Program*, 1-20.

Pandian, S.P & Varthani, S.P. (2013). An Empirical Study On Retailer's Perception Towards Pepsi In Tiruchirappalli District. *Asia Pacific Journal of Marketing & Management,* 2*(3),* 13-22, doi: 2319-2836

Richa, D. (2012). Impact of demographic factors of consumers on line shopping behaviour: A study of consumers in India. *International Journal of Engineering and Management Sciences*, 3(*1*), 43-52.

Raju, M. S (2014). Find it fast: *Consumer behaviour concepts, Applications and cases.* India Pvt. Ltd: Vikas publishing house.

Ranganthan, C. & Ganapathy, S. (2004). Key dimensions of business-to consumer websites, *Information & Mangement, (39*), 457-465, doi: S0378-7206(01)00112-4.

Singh, N., & Sarvanan, R. (2013). A Comprehensive Study on Female Buying Behaviour for Apparel Segment in Coimbatore. *International Journal of Textile and Fashion Technology,* 3(*1*), 67-82.

Shergill, G.S., & Chen, Z. (2005). Web-based shopping: Consumers' attitude towards online shopping in New Zealand. *Journal of Electronic Commerce Research*, 6(*2*), 79-91.

Sharma, A. (2013). A study on e-commerce and online shopping: Issues and influences, *International Journal of Computer Engineering & Technology*, 4(*1*), 364-376.

Shrivastava, A., & Lanjewar, U. (2001). A Business Intelligence Model for Indian Consumers 'Behaviour with respect to Motivation. *International Journal of Computing and ICT Research*, 5(*2*), 11-31.

Shim, S., Eastlick, M.A., Lotz, S.L., Warrington, P.(2001) "An online prepurchase intentions model: the role of intention to search". *Journal of Retailing,* 3 (*77).* 397-416.

Shalini, S., & Kamalaveni, D., (2013). Online buying behaviour of Netizens: A study with reference to Coimbatore, Tamil Nadu. *Indian Journal of Marketing,* 43*(8),* 35-36.

Tiwari, R.K., & Abraham, A. (2010). Understanding the consumer behaviour towards shopping malls in Raipur city. *International Journal of Management & Strategy*, 1(*1*).

Tamilarasan, R. (2007). A study on retail store service quality dimensions in select retail stores of Chennai city, *Indian Journal of Marketing,* XXXVII, (*7*), 1-45.
Tabatabaei, M. (2009). Online shopping perceptions of offline shoppers. (*2*), 22-25.

Vikkraman, P., & Sumathi, N. (2012). Purchase behaviour Indian apparel market: An analysis. *Zenith International Journal of Business Economics & Management Research*, 2(*2*), 1-9.

Wolhandler, H.,C. (1999). Real numbers behind Net Profits. *ActivMedia Res (6th annual survey of online commerce)*.retrived from:
http://www.activmediaresearch.com/real_numbers1999.html